Valentine's Day 2015: Feb. 14

Expressing one's love to another is a celebrated custom on Valentine's Day. Sweethearts and family members present gifts to one another, such as cards, candy, flowers and other symbols of affection. Opinions differ as to who was the original Valentine, but the most popular theory is that he was a clergyman who was executed for secretly marrying couples in ancient Rome. In A.D. 496, Pope Gelasius I declared Feb. 14 as Valentine Day. Esther Howland, a native of Massachusetts, is given credit for selling the first mass-produced valentine cards in the 1840s. The spirit continues today with even young children exchanging valentine's cards with their fellow classmates.

Candy

1,379

Number of U.S. manufacturing establishments that produced chocolate products in 2012, employing 37,998 people. California led the nation with 152 of these establishments, followed by New York, with 119.
Source: U.S. Census Bureau, County Business Patterns: 2012, NAICS code (31135)
<http://factfinder2.census.gov/bkmk/table/1.0/en/BP/2012/00A1/naics~31135>

445

Number of U.S. establishments that manufactured nonchocolate confectionary products in 2012. These establishments employed 20,419 people. California led the nation in this category with 46 establishments.
Source: U.S. Census Bureau, County Business Patterns: 2012, NAICS code (31134)
<http://factfinder2.census.gov/bkmk/table/1.0/en/BP/2012/00A1/naics~31134>

$13.5 billion

The estimated value of shipments in 2011 for firms producing chocolate and cocoa products.
Source: U.S. Census Bureau, 2011 Annual Survey of Manufactures, Products and Service Codes (311320 and 311330)
<http://factfinder2.census.gov/bkmk/table/1.0/en/ASM/2011/31VS201//prodsvc~311320|311330>

Nonchocolate confectionery product manufacturing, meanwhile, was an estimated $8.4 billion industry.

Source: U.S. Census Bureau, 2011 Annual Survey of Manufactures, Products and Service Code (311340)
<http://factfinder2.census.gov/bkmk/table/1.0/en/ASM/2011/31VS201//prodsvc~311340>

3,170
Number of confectionery and nut stores in the United States in 2012.
Source: U.S. Census Bureau, County Business Patterns, NAICS code (445292)
<http://factfinder2.census.gov/bkmk/table/1.0/en/BP/2012/00A1/naics~445292>

Flowers

14,344
The total number of florist establishments nationwide in 2012. These businesses employed 62,397 people.
Source: U.S. Census Bureau, County Business Patterns, NAICS code (4531)
<http://factfinder2.census.gov/bkmk/table/1.0/en/BP/2012/00A1/naics~4531>

$294,730,180
The value of imports for cut flowers and buds for bouquets in 2014 through November. The total value of fresh cut roses as of October 2014 was $407,807,220.
Source: U.S. Census Bureau: Foreign Trade Division USA Trade Online U.S. Import and Export Merchandise trade (Commodity code-060319 and 060311)
<https://usatrade.census.gov/>

Jewelry

23,413
The estimated number of jewelry stores in the United States in 2012. Jewelry stores offer engagement, wedding and other rings to couples of all ages.
Sources: U.S. Census Bureau, County Business Patterns, NAICS code (448310)
<http://factfinder2.census.gov/bkmk/table/1.0/en/BP/2012/00A1/0100000US/naics~448310>

"Please Be Mine"

29.0 and 26.6 years
Median age at first marriage in 2013 for men and women, respectively.
Source: U.S. Census Bureau, Families and Living Arrangements: 2013,
<http://www.census.gov/hhes/families/data/marital.html> Table MS-2

52.7%
The overall percentage of people 15 and older who reported being married.

Source: U.S. Census Bureau, Families and Living Arrangements: 2013, <http://www.census.gov/hhes/families/data/cps2013A.html> Table A1

68.6%

Percentage of people 15 and older in 2013 who had been married at some point in their lives — either currently or formerly.
Source: U.S. Census Bureau, Families and Living Arrangements: 2013, <http://www.census.gov/hhes/families/data/cps2013A.html> Table A1

36.9

The provisional rate of marriages per 1,000 people performed in Nevada during 2011. So many couples tie the knot in the Silver State that it ranked number one nationally in marriage rates. Hawaii ranked second with a marriage rate of 17.6.
Source: National Center for Health Statistics, <http://www.cdc.gov/nchs/data/dvs/marriage_rates_90_95_99-11.pdf>

2.1 million

The provisional number of marriages that took place in the United States in 2011. That breaks down to nearly 5,800 a day.
Source: National Center for Health Statistics, <http://www.cdc.gov/nchs/fastats/marriage-divorce.htm>

74.5%

The percentage of women who married for the first time between 1990 and 1994, who reached their 10th anniversary. This compares with 82.8 percent of women who married for the first time between 1960 and 1964. Men who married for the first time between 1990 and 1994, who reached their 10th anniversary was 77.3 percent. This compares with 83.4 percent who married for the first time between 1960 and 1964.
Source: U.S. Census Bureau, Number, Timing, and Duration of Marriages and Divorces: 2009, <http://www.census.gov/prod/2011pubs/p70-125.pdf> Table 4

Giving Love a Second Chance

19.2%

Among people 15 and older who have been married, the percentage of men and women in 2013 who have been married twice, and 5.3 percent have been married three or more times. By comparison, 75.5 percent of people who have been married have done so just once.
Source: 2013 American Community Survey (Table B12505) <http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_13_1YR_B12505&prodType=table>

8

Median length, in years, of first marriages that ended in divorce.
Source: Number, Timing, and Duration of Marriages and Divorces: 2009
<http://www.census.gov/prod/2011pubs/p70-125.pdf> Table 8

3.8 and 3.7

The median time in years between divorce and a second marriage for men and women, respectively. However, the two medians are not statistically different from each other.
Source: Number, Timing, and Duration of Marriages and Divorces: 2009
<http://www.census.gov/prod/2011pubs/p70-125.pdf> Table 8

9% and 7.9%

Among people 15 and older in 2009, the percentage of men and women, respectively, who had married twice and were still married.
Source: Number, Timing, and Duration of Marriages and Divorces: 2009
<http://www.census.gov/prod/2011pubs/p70-125.pdf> Table 6

Looking for Love

393

The number of dating service establishments nationwide as of 2007. These establishments, which include Internet dating services, employed 3,125 people and pulled in $928 million in revenue.
Source: U.S. Census Bureau, 2007 Economic Census
<http://factfinder2.census.gov/bkmk/table/1.0/en/ECN/2007_US/00A1//naics~8129902>

Try Looking Here . . .

Romantic-sounding places to spend Valentine's Day:

Rose City, Texas
(Population – 509)

Rose City, Mich.
(Population – 640)

South Heart, N.D.
(Population – 358)

Loveland, Colo.
(Population – 71,334)

Darling, Minn.
(Population – 531)

Loveland, Ohio
(Population – 12,326)

Romeo, Colo.
(Population – 400)

Sacred Heart, Minn.
(Population – 527)

Loveland Park, Ohio
(Population – 1,523)

Lovejoy, Ga.
(Population – 6,302)

Valentine, Neb.
(Population – 2,789)

Love County, Okla.
(Population – 9,742)

Loves Park, Ill.
(Population – 23,703)

Lovelock, Nev.
(Population – 1,958)

Loveland, Okla.
(Population – 13)

Lovington, Ill.
(Population – 1,116)

Loving, N.M.
(Population – 1,412)

Lovelady, Texas
(Population – 623)

Romeoville, Ill.
(Population – 39,650)

Lovington, N.M.
(Population – 11,550)

Loving County, Texas
(Population – 95)

Rosemont, Ill.
(Population – 4,236)

Rosemont, Md.
(Population – 304)

Valentine, Texas
(Population – 129)

Romeo, Mich.
(Population – 3,582)

Love Valley, N.C.
(Population – 98)

Rose Hill Acres, Texas
(Population – 445)

Source: U.S. Census Bureau, American FactFinder
<http://factfinder2.census.gov>

Sources:
Vintage 2013 Sub-County Estimates
<http://www.census.gov/popest/data/cities/s/2013/SUB-EST2013.html>

Vintage 2013 County Estimates
<http://www.census.gov/popest/data/counties/s/2013/CO-EST2013-alldata.html>

2010 Census
For Loveland Park, Ohio
<http://factfinder.census.gov/bkmk/table/1.0/en/DEC/10_DP/DPDP1/1600000US3945122>

Following is a list of observances typically covered by the Census Bureau's *Facts for Features* series:

Black History Month (February)	Labor Day
Super Bowl	Grandparents Day
Valentine's Day (Feb. 14)	Hispanic Heritage Month (Sept. 15-Oct. 15)
Women's History Month (March)	Unmarried and Single Americans Week
Irish-American Heritage Month (March)/	Halloween (Oct. 31)
St. Patrick's Day (March 17)	American Indian/Alaska Native Heritage Month
Asian/Pacific American Heritage Month (May)	(November)
Older Americans Month (May)	Veterans Day (Nov. 11)
Mother's Day	Thanksgiving Day
Hurricane Season Begins (June 1)	The Holiday Season (December)
Father's Day	
The Fourth of July (July 4)	
Anniversary of Americans with Disabilities Act (July 26)	
Back to School (August)	

Editor's note: The preceding data were collected from a variety of sources and may be subject to sampling variability and other sources of error. Facts for Features are customarily released about two months before an observance in order to accommodate magazine production timelines. Questions or comments should be directed to the Census Bureau's Public Information Office: telephone: 301-763-3030; or e-mail: <pio@census.gov>.